Rachit Gupta
Product Designer

Why hire?

I'm a multi-disciplinary designer with more than 5 years of building digital products. My experience spans across **advertising, ecommerce, and marketing**. I believe great design is a result of understanding not only your customers, but also your cross-functional team.

While I am not limited by tools (ask me about designing in Google Slides), I have been using Sketch, Zeplin, InVision, Principle for Mac, and JavaScript most recently.

Senior UX Designer at **Google** Ads · Apr 2018 - Present

Simplifying the ad creation and buying experiences with the help of automation

Product designer at **Walmart Labs** · Feb 2016 - Mar 2018

Improving end-to-end purchase funnel spanning online and in-store

UX design intern at **SAP Labs** · Apr 2015 - Feb 2016

Redesigned marketing and segmentation experiences for campaign managers

MS in **Computer Science** from U of Minnesota · Aug 2015

Dual degree with a focus in Human Computer Interaction

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